

THE CITY OF SAN DIEGO



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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Two Pilot Village Projects Approved For District Three

Council Unanimously Approves Villages In North Park and Normal Heights

SAN DIEGO -- On Tuesday, February 10, the City Council began implementation of its bold City of Villages plan with the designation of five Pilot Projects, two of which will be located in Council District Three. The selected projects include the Boulevard Marketplace at I-15 and El Cajon Boulevard and the North Park Transit Village, encompassing downtown North Park.

"Business and community leaders worked together to imagine how their communities can grow while protecting and enhancing the quality of life in their neighborhoods," said Deputy Mayor Toni Atkins, describing the Pilot Village application process.

Eight communities originally applied for the program and the City Manager had recommended four of the applicants to be designated as Plot Villages. However, on January 29th, the City's Planning Commission made the recommendation that North Park be included as part of the program as well. In making the recommendation, the Planning Commissioners recognized the potential for the North Park proposal to knit together a community that was in the early stages of its revitalization.

With the Pilot Village designation, projects proposals will be eligible for a variety of incentives to encourage their successful completion, including expedited permit processing, prioritization of scheduled water, sewer, and utility undergrounding projects, as well as assistance in applying for State, Federal and private foundation grants.

"One of the primary goals of the Pilot Village program is to align our city's values and our resources," said Atkins in introducing the motion to approve all five projects. "With this program we can take a lead in helping neighborhoods to realize their own community plans. I continue to support the Villages plan because it recognizes the need for public investment in our urban communities."

The five designated projects are: the Boulevard Marketplace at El Cajon Boulevard and I-15; the North Park Transit Village on University Avenue in North Park; the Paseo at San Diego State University; Mi Pueblo at San Ysidro; and the Village at Euclid and Market St..

The projects are in various stages of development and design, but all are expected to be completed

within three to five years.

For more information on the Pilot Villages, contact:

Boulevard Marketplace: El Cajon Boulevard Business Improvement Association – (619) 283-3608

North Park Transit Village: North park Main Street – (619) 294-2501

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